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Spotlight

ON FOREIGN MARKETING



A 280.39 TO U.S. AGRICULTURAL ATTACHES AND FAS STAFF MEMBERS

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U. S. TAKES FIRM POSITION ON EEC AGRICULTURAL TRADE PROPOSALS.

Recent weeks have seen USDA's long-standing reservations about EEC agricultural trade proposals crystallize as firm U. S. policy and gain wide attention in the U. S. and foreign press.

Focal point of these developments was Secretary Freeman's trip to Europe in mid-November for the European agricultural attache conference in Brussels and a ministerial meeting of the agricultural committee of OECD in Paris.

In a hard-hitting speech at Paris, the Secretary gave the most complete exposition yet presented in public of American concern about the protectionist tendencies being shown by EEC as its common agricultural policy enfolds. (See USDA press release 4010-62.)

This speech was handled as major news by the larger U. S. newspapers and by radio and television newscasters and similarly was widely covered abroad.

What seemed to impress U. S. news media particularly was the Secretary's statement that an expanded EEC which included the U. K. would represent one-half of our agricultural exports for dollars and that as much as \$600 million in annual exports could be seriously threatened by EEC gate prices and levies.

The Secretary has made it plain that the U. S. will continue to press aggressively through GATT and in direct EEC negotiations for fair treatment for U. S. agriculture. The most urgent need is to assure that EEC internal grain prices -- to be established before next April 1 -- are fixed at moderate levels, at or near the French level. Other immediate objectives are to obtain a review of poultry gate prices and to seek a reduction in the variable levy system which has virtually stopped our traditional flour exports to the Netherlands.

FIRST COTTON PROJECT IN CANADA. Like most third-party cooperators in the cotton program, the Canadian Cotton Council has begun its program with a general press service and a special fashion photo release. The press service "All About Cotton" was distributed to 288 publications printed in English and 97 printed in French. The seven features covered such subjects as new fashions in cotton blouses, colorful towels, travel tips and European high fashion photos. The first exclusive fashion photo release was on transitional cottons for fall and winter. Clippings were received from 11 large daily newspapers. The Canadian Cotton Council is now adding sales training, movies and other projects to its program.

TOKYO TRADE CENTER SCHEDULE TO OPEN. D. Russell Strobel and staff are expected to occupy FAS office quarters in the New Tokyo Trade Center sometime after Christmas. The first Agriculture Show is scheduled May 20 to June 15 on U. S. feed grains as it applies to livestock feeding.

STORE PROMOTIONS HELD IN U. K. The attache's office in London reports good success with its 1962 program of store promotions in five cities -- London, Manchester, Leeds, Glasgow and Bristol.

Theme of the promotions was "Enjoy American Foods." Key retailers were asked to install special exhibits of U. S. foods in their windows and stores and a Welcome Wagon carrying parcels of U. S. foods for local charitable distribution was used to call attention to the program.

For part of the promotion schedule, Miss Charmaine Robinson, a home economist made available by the National Livestock and Meat Board, presented a program of food demonstrations.

U. S. RICE PROMOTION OFFICE OPENS IN SOUTH AFRICA. The U. S. Rice Export Development Association, Inc. has opened a rice promotion office in Johannesburg, South Africa. Activities will include arranging demonstrations of new and improved methods of cooking rice and the preparation of special rice dishes.

The office opening was attended by about 25 representatives of rice importing firms, the U. S. Consul General of Johannesburg, the Commercial Attache, several press representatives and the USDA Agricultural Attache.

South Africa is not consuming as much rice as before War II, but consumption is increasing and the United States stands a good chance to increase its sales there. Four years ago, South Africa was not importing grain rice from the United States. Last year (1961) 84 percent of her grain rice imports came from the United States. Rice merchants are said to be well disposed toward U. S. rice.

COTTON MARKET EVALUATION IN EUROPE. FAS is undertaking to evaluate market development programs for several commodities, beginning with cotton specialists in the fields of cotton technology, market research, advertising, and retail merchandising have been selected for this task. Consultants who will make the evaluation are: Malcolm E. Campbell, Cotton Technologist, and Dean of the School of Textiles, North Carolina State College, Raleigh, North Carolina. Joseph A. Friedlander, Merchandising Consultant, lecturer, at City University and New York University and former retail executive, New York, New York. Donald M. Hobart, Charleston, South Carolina; formerly Senior-Vice President and Director of Research, Curtis Publishing Company, former lecturer, Wharton School of Finance and Commerce, and Ex-President of the American Marketing Association. Frank K. White, Leesburg, Virginia. Retired advertising executive; former Chairman of McCann-Erickson International; Director of the Advertising Council of America; President and Director, National Broadcasting Company; President, Mutual Broadcasting System; Vice President and Treasurer, Columbia Broadcasting System, and Treasurer and Business Manager, Newsweek, Inc.

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Over the past seven years, the U. S. government has expended about \$4,560,000 of foreign currencies in support of the cotton promotion program mostly in 13 European countries and Japan. These countries represent 75-85 percent of our overseas market for U. S. raw cotton. The foreign textile groups and the Cotton Council International have jointly contributed the equivalent of approximately \$4.6 million in foreign currencies and dollars in an effort to increase consumption of cotton in these important world of cotton textile markets.

The specialists are now studying the operation of the program and will travel to selected European countries about February 1 to study at first hand the promotional campaigns and other market development activities.

COOPERATORS SHOW INTEREST IN PORTABLE EXHIBIT UNIT. At a recent meeting of USDA market development personnel, to which representatives of cooperators were invited, Frank McWalters, Educational Director, Soybean Council, described a new portable exhibit unit proposed for use in soybean promotion. He showed drawings and a scale model of a unit which is designed for multi-purpose use at trade fairs (large and small), association conventions, educational meetings and solo exhibits in villages.

The unit will be portable, and when erected will provide about 144 square feet of exhibit space. Two, four or more units can be combined to accomodate the need for larger exhibits. The units can be moved from place to place by station wagon or automobile trailer.

A unit consists of a portable structure with panels and transparencies, a portable kitchen, a slide projector and screen, and portable generator.

Representatives of several cooperators showed interest. Plans for the units were worked out with the aid of Italian design firms and are the product of 6-months work. When the first unit is completed it will be erected in Rome where it will be available for inspection and testing.

U. S. POULTRY INTRODUCED TO PORTUGAL. In an effort to introduce U. S. frozen poultry meat into Portugal, Attache Roy Sellers recently staged a promotional luncheon for a group of Lisbon merchants. Teaming with him in the promotional event was Pedro Rodriguez, country director for the Institute of American Poultry Industries in Spain and Portugal.

The supermarkets in Lisbon sell dressed chickens from local sources, but sveral have indicated that they could sell some U. S. poultry meat even at higher prices. Until recently, the Portuguese government had frowned on requests for import licenses for American chickens. As a result of this project, approval of some initial trial shipment is now hoped for.

SELLING PROMOTION TO PRIVATE INDUSTRY. Jim Hutchinson, Western Wheat's Japan Director, was home recently and reported the following:

Favorite Recipe Television Show. "This television show, sponsored jointly by Wheat Associates and the Japanese Flour Millers, featured important Japanese persons describing their favorite wheat food. The audience responsé, particularly in requesting copies of the recipes, was so great as to amaze millers. The show

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has now been taken over by a big flour milling firm and is still going strong.

Hotcake Demonstrations in Stores. "Hotcakes are relatively new in Japan so Western Wheat and the Japanese millers have been promoting them through demonstrations in department stores. Again, the Japanese trade, seeing their success, has started putting in brand name demonstrations. When Western Wheat puts a new institutional promotion (non-brand name) into a store, several individual firms follow it with demonstrations of their own brands.

Oven Manufacturers Get Into the Act. "Most bread baking in Japan has been done in commercial bakeries. Western Wheat has been working with manufacturers of ovens and with the gas and electric companies in promoting home baking. A substantial amount of private industry money is now being injected into this project."

SOYBEAN MARKET DEVELOPMENT AROUND THE WORLD. In Colombia, the first National Poultry Congress, which lasted 6 days recently, was highly successful. It was put on with the help of government and semi-government organizations, large poultry firms, feed mixers, drug laboratories, and other firms. Events included a chicken barbecue, where over 400 half chickens were served.

For the first time in Colombia's history, newspapers devoted full pages to poultry, and there were daily references to the Congress by TV and radio newscasts.

From Luxembourg, a team composed of agricultural leaders is now in the U. S. in the interest of stimulating livestock production. The trip is sponsored by the Soybean Council and the U. S. Feed Grains Council in cooperation with FAS.

From Iran, an industry group is now in this country visiting with U. S. processors of soybeans, and research organizations and test kitchens.

In Egypt, plans have been finalized for the erection of three new terminals for the storage of 23,000 metric tons of soybean oil, cottonseed and other imported vegetable oils, to insure even distribution of the products the year around.

A committee with representatives from FAS, the Soybean Council, the oil directorate of the Egyptian Ministry of supply and other Egyptian governmental organizations has been formed to study technical details.

DEDICATION OF THE GANGU BAHADUR PRIMARY SCHOOL. A Pakistani school was dedicated recently which was constructed in part by labor paid with wheat contributed by the U. S. This resulted from conversations which Secretary Freeman had in Pakistan some months ago. The dedication ceremony consisted of the unveiling of the cornerstone or plaque in each gate post at the entrance of the school yard, one in appreciation of the Secretary of Agriculture for the wheat that was used to pay the labor costs of erecting the school and the other to the Western Wheat Associates and the Local Union Council for their help in the school construction.

USDA's observer felt that the small amount of U. S. wheat used to pay for the construction labor of this school made more friends for the U. S. than all the U. S. wheat we have furnished for food to this community up to this time. He observed

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that food is important and necessary for these people but once consumed it is forgotten; but this school will stand as a monument of U. S. friendship for generations to come.

PRIVATE INDUSTRY COTTON PROMOTION CLIMBS IN JAPAN -- Figures from Japan show that the ten leading cotton spinners have increased their expenditures and advertising from an annual rate of 1,599 million yen (about \$4.4 million) in 1958 to 2,856 million yen (approximately \$8 million) in 1962. If advertising is expressed as a percentage of total administrative and selling expenses, the increase has been from 13.5 to 15.0 percent. The growth is attributed to two factors: the influence of the cooperative program of CCI and the Japan Cotton Promotion Institute and to the general climate of increasing competition. Even with the increase in private industry promotion by cotton spinners, however, the contrast between cotton promotion and synthetics is startling. One of the largest producers of polyester fiber is advertising at the rate of 3,830 million yen (over \$10.6 million) and the largest nylon producer at the rate of 2,476 million yen (nearly \$7.0 million) annually.

USDA PARTICIPATION IN NIGERIAN INTERNATIONAL FAIR TERMED SUCCESS. Forty-five foreign governments including the U. S., participated in the Nigerian International Trade Fair at Lagos, October 27 to November 18. Over 750,000 visitors toured the U. S. Pavilion, where in the agricultural section commodity cooperators demonstrated and sold U. S. poultry, instant nonfat dry milk, rice, bulgur and soybean products. Some 100 U. S. manufacturers in the Department of Commerce area displayed and demonstrated their products ranging from small hand tools to a completely automated bakery. The daily output (12,000 rolls) was donated to school lunch programs.

REPORT ON DJAKARTA FAIR. As a part of the solo U. S. exhibit (Commerce-Agriculture) at Djakarta, Indonesia, October 15 - November 2, 1962, FAS participated with an agricultural show in which products were sold and sampled by some 265,000 people. Samples dispensed included: deep fried poultry, 54,452; barbecued whole chickens, 1,140; chocolate milk drink, 51,411; soft ice cream (chocolate), 51,411; wheat (doughnuts), 81,257; soybean product samples (soybean base soup, soybean drink, margarine spread on soybean flour crackers) 30,000. A total of nearly 200,000 individual sales brought in 4,439,497 rupiahs, (about \$98,600).

A continuous demonstration was held of portable machines shelling and cleaning U. S. rice and it created interest for a rice conscious public and trade. The FAS exhibit developed into the main attraction of the 20-day show and despite the adverse local conditions climatically, political and economically was extremely popular with the Indonesians. On the closing of the fair all U. S. food was exhausted. This was one of the first major U.S.D.A. market development activities in Indonesia.

SURVEY ON THE PRODUCTION AND DISTRIBUTION OF MARKET DEVELOPMENT FILMS. Earlier this year FAS engaged Sid Schwartz, Assistant Director for Planning and Distribution of the Department's Motion Picture Service to conduct a comprehensive survey on ways and means of obtaining better production and distribution of Market Development films. His recommendations are attached as a supplement. Both FAS/W and cooperators are finding these helpful. Detailed country-by-country reports are about finished and will be mailed to attaches and cooperators in the country's concerned. Some of the questions which Sid faces in the attached report are: Acceptance of U. S. films overseas; general versus technical films; soft sell versus hard sell; and best available distribution outlets.

WHEAT ASSOCIATES TOKYO OFFICE PRESENTED WITH CERTIFICATE OF COMMENDATION. Wheat Associates Tokyo office has gained the distinction of becoming the first foreign organization in Japan to receive a certificate of commendation from the Japanese government in appreciation for leadership and assistance to the nutrition education program in Japan.

Welfare Minister Eichi Nishimura presented the commendation to James Hutchinson, Regional General Director of Wheat Associates, U.S.A., Inc., at a special ceremony.

Oregon Wheat Growers League, predecessor to Wheat Associates, inaugurated the program in Japan in 1956. Kitchen buses have been the principal technique used to carry nutritional programs. At that time the new and novel promotion approach stressing a well balanced diet including wheat foods gained rapid popularity. Today there are approximately 70 food demonstration buses operating in Japan which have been purchased by the Japanese government. It is expected that a total of about 100 buses will be acquired by the Japanese government which the program is in operation.

Wheat Associates Tokyo transferred the operation of the kitchen buses to the Japanese side after successfully administering the program for five years. The Japanese group which assumed responsibility has reported that the nutrition demonstrations are continuing to enjoy great popularity with continuing expansion. FAS is now out of this phase of the kitchen bus operation.

SEASONS GREETINGS. After what we consider to have been a successful year what could be more appropriate than to wish you, one and all, a happy, prosperous and peaceful NEW YEAR.

From the Spotlight Staff FAS/W.

UNITED STATES DEPARTMENT OF AGRICULTURE
Foreign Agricultural Service
Washington 25, D.C.

October 23, 1962

MEMORANDUM

TO: FAS Market Development
Motion Picture Committee

FROM: Sid L. Schwartz

SUBJECT: Transmittal of Guidelines for Market Development
Film Production and Distribution in Europe

At the request of the FAS Market Development Motion Picture Committee, studies in film production and distribution in Europe have been undertaken. In these Guidelines on sponsored film production and distribution is the consensus opinion of 83 people interviewed in 13 cities in nine sample U.S. dollar market countries ranging from the United Kingdom to Turkey, and including Germany, Italy and Spain. In addition there are recommendations on specific film distributors in Glasgow, Paris, Brussels, The Hague.

Those interviewed were people engaged in the following activities:

Foreign Agricultural Ministries where they have film
distribution services such as France, The Netherlands,
Italy, Spain;

Foreign Government Film Centers in Britain, Scotland,
Italy, Spain;

FAS cooperators in London, Rotterdam, Hamburg, Rome,
who handle feed grains, wheat, raisins, soybeans;

Commercial Film Distributors in London, Brussels, The Hague,
Hamburg, Munich, Rome;

Documentary Film Producers in London, Paris, Hamburg,
Munich, Rome, Istanbul, Madrid;

USIS Public Affairs Officers and their Film Officers in
eight countries;

Agricultural Attaches and their assistants in eight countries.

In preparation are a series of country reports which will provide back-up for the Guidelines. With specific recommendations for Market Development film work, these reports will offer foreign producers and distributors names, addresses, prices and their experience.

A similary survey, under way in Japan, will be reported separately.

INTRODUCTION TO GUIDELINES

We are hopeful that the Guidelines and the Country Surveys will help establish principles applicable for Market Development film production and distribution in countries other than the nine surveyed.

Opportunities for Market Development promotion through films still exist throughout Europe. But each country has its special requirements--giving us special problems with each country.

Despite the establishment of the Common Market, old variations in film matters still exist among European countries. Movement of prints from country to country still presents enormous customs and tariff difficulties.

Age-old language barriers with films are actually new Common Market problems. Each country prefers its own language used in films to be shown in that country.

Whatever the situation happens to be in countries not covered, the Guidelines touch on and the Country Reports detail such matters as may prove to be Common Market Development film problems:

- film lengths
- language presentations
- educational formats
- technical vs. general films
- overseas costs of production and adaptations
- cinema and television opportunities
- free versus commercial library services and costs
- catalogs and advertising
- USIS possibilities

GUIDELINES FOR FAS MARKET DEVELOPMENT FILM PRODUCTION AND DISTRIBUTION IN EUROPE

A. MAJOR GUIDELINES IN PRODUCTION

General vs. Technical Film

With most agricultural commodities, produce two types of films for widest possible circulation. (1) Make a general educational film for public and school audiences; and/or (2) a technical film for trade, industry and government showings. Where possible design the new general and technical films in complimentary formats so they can be shown separately, or together. Seldom can one film be both general and technical. If both such films are planned and produced at one time, part of the photography may be duplicated in both films or certainly could be photographed at the same time.

Soft Sell vs. Hard Sell

For all mass audiences, produce new Market Development consumer films with a "soft sell" worked into an educational format. Europeans are now on a culture quest, to the point where, in Germany, Italy and Spain, unless film shorts pass a review board and are stamped as educational material, the films are regarded as commercials and get no cinema or TV showings. In England and in France, exhibitors themselves decide whether films are commercial and expect payment for showing sponsored films in their theaters. Therefore the Market Development "sell" must be gentle and hidden as in most successful industrial documentaries. Producers should design new Market Development films or adaptations to emphasize education, science, and culture. Such "educational" films find ready acceptance overseas.

Acceptance of U. S. Films Overseas.

Where possible employ foreign film producers to adapt or produce future Market Development films in the target countries and thus more easily pass the requirements for public showings in Spain, Italy and Germany and also achieve acceptance by official film libraries in England, Scotland, France, Germany, and The Netherlands.

Production Costs

European film production costs and the rates for making foreign language versions are one-third (see England report) to one-quarter (see Italy, Spain and Turkey reports) the costs of similar film services in the U. S. When U. S. scenes are required to round out a story, arrangements can be made to secure such photography or stock scenes in the States.

Cinema and TV Lengths

For cinema and television release in Europe produce films 10 to 13-1/2 minutes long. These are the only ones now used. Longer films have almost no chance of acceptance in either media.

Lengths for Other Showings

For schools, meetings and public use, produce films 10 to 20 minutes long to get the greatest circulation via free and/or commercial distribution systems.

Color vs. Black and White; 35 mm. vs. 16 mm

With few exceptions, color films are preferred for cinema, schools and meetings. With foreign color television still experimental, the entire foreign TV use of our films can be met with black and white prints. However, since the cinema requirement in all countries is for 35 mm films (with color preferred) and because of the superior quality of 16 mm color prints made from 35 mm original color, the recommendation is to produce most general audience Market Development films in 35 mm color.

As for the technical Market Development films, with a smaller print requirement and no cinema showings, they should be produced in less expensive 16 mm color. (For exceptions, see French Ministry of Agriculture report under France, and see the A-N-D report under Turkey).

Authentic Presentations

Try to translate and record foreign language versions in the target foreign land and so guarantee that the narration will be authentic in dialect, correct in language usage, and proper in presentation. In this regard, film adaptation facilities; recording, dubbing and mixing services are available in almost every European country. Unless the films speak correctly in the current idiom, the local users simply refuse to distribute films with "high school Italian" in Italy, or films with "Mexican Spanish" in Spain, or films with Persian or Arabic vocabulary in Turkey. All countries are equally fussy and rightfully so--a condition we must recognize in order to gain acceptance. Although every film produced under the program must be made to serve a basic Market Development purpose, agreed upon by the cooperator and agents of FAS, the target country restrictions and target audience tastes must also be recognized and complied with.

Adaptations for USIA

In carrying out its mission "to show America to the world" USIA produces and adapts sponsored films for overseas distribution. Certain existing Market Development films and all future general audience films should be "officially" offered for USIA adaptation.

The All-Comprehensive Film

The idea that one "big" general film will provide all the basic photographic footage from which several smaller films can be produced for multi-country use seldom works. Only when the "big" is so designed, perhaps with a technical sequence that can be lifted out to stand by itself, can this idea work. On the other hand, the reverse scheme can be made to work: Production of a series of short films, each to serve its own purpose, but so planned that the several shorts can be "packaged" together for various uses. For instance, well-planned technical shorts can have multi-country use separately as well as together. But general audience films do not necessarily have general multi-country appeal.

Pre-Production Review

Before approving any proposals or scripts, review of either or both should be made with foreign government film people, film distributors, USIS experts, and agricultural attaches in selected target countries where possible. This free service, available everywhere, can help us produce more acceptable film products.

B. MAJOR GUIDELINES IN DISTRIBUTION

Sponsored Films

In cinema, television, educational and film distribution circles abroad, the USDA film--particularly when produced in association with a named commodity interest--is regarded as a "sponsored" film. This means that our films, to the very foreign minds we wish to influence, are regarded with the same suspicion and interest as any other industrial film. USA in the subject or film credits no longer brings us special consideration. If anything, in countries like Spain it raises questions of propaganda. However, the title "U. S. Department of Agriculture Presents" still connotes a unique authority for a "sponsored educational" film--an authority we should protect by never producing or distributing a poor quality film or one with a blatant propaganda message which we try to palm off as education.

Free Libraries

Free distribution for sponsored films such as our Market Development films is available in the United Kingdom, France, The Netherlands and Italy by commercial libraries and foreign government film libraries to audiences totaling millions of people in industry, government, schools, farmers, and the general public.

USIS Centers

Similar free distribution to tremendous audiences can be arranged in Germany, Italy, Turkey, Spain and Belgium through the USIS centers. These arrangements for official review and acquisition of Market Development films can only be made at USIA Headquarters in Washington, D. C. Several USDA films have been adapted and others are in the process for wide circulation overseas. In these cases, the costs of producing foreign language versions have been borne by USIA.

Commercial Libraries

Commercial distribution of Market Development films can be contracted in eight European countries at reasonable "sponsored" film prices, the equivalent of \$1.25 to \$3 per showing. Every year audiences totaling millions of people in schools, clubs, government and industry, see the films circulated by these commercial film libraries.

Other Film Library Services

Whether free or commercial, an invaluable service rendered by most film libraries is the service of recording and reporting both showings

and attendance and the inspection and proper storage of prints. In these matters, every library will serve the cooperators, trade centers and agricultural attache offices as well as regular film borrowers.

Free vis-a-vis Commercial Film Libraries

The free foreign government film library (England, Scotland, France, Netherlands, Italy) is usually free only to the sponsor of the film, not to the borrower of the film. Whenever he uses the free library, the borrower generally pays a handling fee--up to \$3 for one day use of a single print.

On the other hand the commercial film library usually charges the sponsor a fee for each reported showing--a fee of less than \$3. Exception: The British Central Office of Information and The Scottish Film Council will accept the handling fee from either the borrower or the sponsor, according to prior arrangements made with the sponsor. Hence COI has certain free films for its borrowers, example: Safe Driving film sponsored by the British Insurance Association.

In other words, there is no such thing as a completely "free film." Someone always has to pay something for the service. In deciding which distribution to use, each film need should be examined separately, using such criteria as:

- *Which audiences are served by the various libraries.
- *At which audience or audiences is the film specifically aimed.
- *Will a library charge to the borrower affect distribution.

Advertising Library Films

There is no doubt that in countries where commercial film libraries operate successfully such as the Rank Film Library in England, Sofedi in Belgium, the American Film Library in The Netherlands and LAG in Germany, the commercial advertising push for film circulation is great. For only through ever-increasing business can the commercial library succeed whereas the free foreign government or the USIS libraries can survive without the same degree of push.

However, any of the three outlets: the free, the commercial or the USIS libraries can competently augment the present distribution system and find us greater audiences everywhere.

Cinema-TV and Other Showings

Cinema and/or TV release of "sponsored educational" films is possible with varying success in all countries surveyed. Commercial films are run in English and French cinemas and via television only when the sponsors pay the exhibitors. On the other hand, in England the free railroad theaters and the free summer camp circuits are available as outlets with heavy traffic. In Turkey there are free railroad shows. And wherever we have American Houses such as in Germany and Spain readymade audiences exist.

Black and White Films

A large market for black and white films still exists for non-theatrical distribution in France (via Ministry of Agriculture) Italy, Turkey and Spain. European television prefers black and white films. Black and White films continue to be popular in cinemas in Italy, Turkey and Spain. Hence the production of black and white films should be considered specially in France, Italy, Turkey and Spain.

Catalogs and Flyers

Only through up to date catalog listings, flyer distribution and never-ending publicity can any film distribution effort succeed. In target countries, arrange for continued and up to date catalog listings and continued flyer distribution to advertise the titles, content, and availability of the films. Acceptance by USIA, foreign government libraries such as the French Ministry of Agriculture; the American Film Library in The Netherlands, the Netherlands Department of Agriculture, the Education Library in Italy, and the various commercial libraries guarantee that Market Development films will be listed in established catalogs. These catalogs, always revised and brought up to date, are extensively used by government, industry, trade, TV and schools as dependable sources for films. Note particularly, all catalogs examined on this survey were found to be especially weak in U. S. agricultural subject material. Many foreign libraries have Marshal Plan films as the only U. S. agricultural material. This weakness is a current advantage in Market Development film placement. For the most part, these libraries are now eager for modern U. S. agricultural subjects.

Distribution Recommendations

1. There are three systems to consider:

At the start of a commodity campaign with new films in a

target country, the commercial libraries such Rank in Britain, LAG in Germany, SOFEDI in Belgium and American Film Library in The Netherlands should be engaged for the advertising push and the resultant immediate exposure such libraries offer.

2. For older Market Development films, the free USIS film distribution should be utilized to the fullest where it still exists--in Belgium, Germany, Southern Italy, Turkey and Spain.
3. Similarly, the free foreign government film distribution (where it exists efficiently--in Britain, Scotland, France, Italy) should also be utilized to the fullest.

In a few cases, more than one distribution system can be employed at the same time. However, each library claims it does a better job of circulation when it is the exclusive handler of a film in a given country.

Prepared by
Sid L. Schwartz

October 23, 1962